Application for Southwest Montana Cooperative Marketing Funds

Please type:	
Organization Name(s) Powell County Chamber of Commerce	Telephone (406) 846-2094
Legal Address 1109 Main Street City Deer Lod	ge MT Zip Code 59722
Project Supervisor <u>David Williams</u> Telephone	(406) 846-2094
Address 1109 Main Street City Dee	r Lodge, MT Zip 59722
Regional President Julie Shelton Te	lephone <u>797-3002</u>
Tourism Region <u>Southwest Montana</u> Project Title <u>Deer Lodge Area Promotional Brochure Distribu</u>	rtion
Total Budget for Project (taken from attached detailed budget) \$7147.8	
Percentage of Cooperative Funds Requested50% Dollar Amount	of Cooperative Funds Requested \$3573.91
Proposed starting and ending dates (maximum 1 year): FromJanua	ary 2014 To:October 2014
Funding Source (Outline in detail sources from which funds are to be pr	rovided):
a. Regional/CVB funds	\$3573.9T 1700 *
b. Memberships	\$
c. Advertising Revenue	\$
d. Cash on Hand	\$3573.92
e. Other (please list)	
1	\$
2	\$
3	\$
TOTAL (should equal total project budget)	\$7147.83*

1. Narrative description of this project. Include how the project is executed.

The Powell County Chamber of Commerce has created a local travel brochure called 'Deer Lodge - Unburied Treasures' in order to attract tourists to Deer Lodge and the surrounding communities. In the last few years 50,000 copies of these brochures have been distributed by the Chamber and Certified Folder Display. We have also established brochure exchanges with other Chambers, Visitor Information Centers, tourist attractions and resorts, etc. This brochure is now in limited supplies and more copies are required, with minor updates necessary.

Deer Lodge is located strategically on I-90 half-way between Yellowstone National Park and Glacier National Park, and we feel this brochure encourages visitors to spend a day or two in our town.

The cover of the brochure has a Monte Dolack poster representing the Old Prison Museum, Grant-Kohrs Ranch Historic Site and the Auto Museum. The inside contains information about the communities in Powell County, the city of Deer Lodge and its attractions, which include Grant-Kohrs Ranch, Old Prison Museum, Montana Auto Museum, Milwaukee Road exhibits, Frontier Montana Museum, Yesterday's Playthings, Powell County Museum, The Circle Tour through the valley and a list of our annual events.

The brochure is illustrated throughout with photographs, hopefully enticing readers to visit and spend time in Deer Lodge and the surrounding area.

There is very little advertising that actively promotes Deer Lodge, and the Chamber feels that distribution of this brochure is a great benefit to the community. Because of the tremendous size and diversity of attractions in Powell County, members of the Chamber board feel that this brochure, which outlines the many world class attractions the region has to offer, placed in the Certified Folder Display Racks across the State, has great exposure to thousands of potential visitors.

The format is a 9" x 16", 8 panels, double sided, parallel folded rack brochure.

2. Anticipated economic benefit of this project (i.e. increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)

In the past Deer Lodge has been the main stopping point for visitors to the area, visits that could be measured in hours. The Powell County Chamber of Commerce is currently trying to change these visitor hours into days, thus bringing more money into our local economy, bringing much needed assistance to our motels, RV parks, museums, restaurants, grocery stores, etc.

Historically, the main demographic group to stop in Deer Lodge has been Senior Citizens on their way to one of the national parks. They stop off for gas, lunch and a quick tour of the town's museums or the Grant-Kohrs Ranch Historic Site. The Chamber is working hard to broaden that appeal, and encourage families and tourist groups to make Deer Lodge and Powell County a two or three day destination point. By providing information about our county, including the smaller communities and the mountainous landscape, the Chamber is confident a good number of the 30,000 to 40,000 visitors to the region will stay over and experience the many activities and attractions available to them.

3. Target market for this project.

Our target is for tourists of all ages to visit Deer Lodge and experience the "Gateway to Gold West Country". We hope to attract more families, fishermen, bikers, rock hounders, wildlife viewers, photographers, travelers and history buffs. The Deer Lodge Museums and Ranch offer quality time for people of all ages. This brochure will also encourage visitors to leave I-90 and travel through a more relaxing environment, sampling the clean air, scenic landscapes and rural communities that exist in Powell County.

4. Method of Project Evaluation

The Powell County Chamber of Commerce monitors the number of visitors recorded at each of the area tourist attractions throughout the year. The Old Prison Museum complex and the Grant-Kohrs Ranch National Historic Site maintain such records. The Powell County Chamber of Commerce maintains monthly records on the number of 'hits' our web site receives, as well as the number of email, telephone and walk in requests for information. Surveys can also be conducted at the main attractions in Deer Lodge asking visitors how long they will be staying in the area and what attracted them to the area, i.e. travel brochures, billboards, internet or word of mouth.

Distribution numbers will be tracked, as requests for further information and more brochures will indicate the level of interest in the brochure.

PRINT ADVERTISING

**************************************	Issue		
Size of Ad	Color		
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PRINTED MATERIALS

Publication: "Deer Lodge Montana - Unburied Treasures" Brochure

Quantity: 50,000

Color: 4-color

Paper Stock: 80/100 pound recycled paper, coated glossy

of Pages or Folds: 2 pages, 2 folds

Size: 16" x 9" folded 2 times to approximately 4" x 9"

Ad Sales (Yes or No): Yes

Percentage: 25%

Distribution Plan (areas & method) Distribution by Certified Folder Display Service to Butte/I-15 & I-90 (62 sites for 3 months), Missoula/5 Valleys (95 sites for 3 months), Helena/Great Falls (106 sites for 3 months) and the Yellowstone Route (109 sites for 5 months). The Chamber will also mail approx. 5,000 copies of the brochures to Visitor Information Centers and other locations around the State.

Please list any additional information, which you believe justifies and documents the effectiveness of your project(s).

The Powell County Chamber of Commerce and Certified Folder have insufficient brochures remaining to fill the display racks for the 2014 season. These brochures have been a great asset to our community by bringing in visitors traveling along Interstate I-90. These brochures are small enough to fit in a regular envelope, and larger quantities are mailed in Priority Mail Flat Rate envelopes in order to keep our office expenses down.

REGION/CVB PROJECT BUDGET
PROJECT NAME: Deer Lodge Area Promotional Brochure

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,	State Tourism Funds		Other Funds		Total		
PROFESSIONALSERVICES:							
Layout changes required to Brochure	\$100.00	+	\$100.00	=	\$200.00		
Brochure Printing	\$2169.98	+	\$2 169.99	==	\$4339.97		
Distribution	\$1163.93	+	\$1163.93	=	\$2327.86		
Other/Postage	\$140.00	+	\$140.00	=	\$280.00		
STOTAL 186	\$2578.90		4 (4) (15) 45675 924		4.6/4/4//Ses		
MARKETING/ADVERTISING:							
	\$0	+	\$0	=	\$0		
	\$0	+	\$0	=	\$0		
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TOTAL							
TRAVEL:							
Personal Car	\$0	+	\$0	=	\$0		
Commercial Transportation	\$0	+	\$0	=	\$0		
Meals	\$0	+	\$0	=	\$0		
Lodging	.\$0	+	\$0	=	\$0		
Vehicle Rental	\$0_	4	\$0	=	\$0		
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REGION/CVE PROJECT				Y - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	7775		
TOTAL			356/0190		3/1/2/28/01		

Powell County Chamber of Commerce 1109 Main Street, Deer Lodge MT 59722 Tel: (406) 846-2094 Fax: (406) 846-2094

E-Mail: chamber@powellcountymontana.com

3rd January 2014

INFORMATION BROCHURE FOR VISITORS TO DEER LODGE, MONTANA

Brochure Re-Design - \$200.00 (Chamber - In House)

Approx. 20 hours @\$10.00 per hour required for minor alterations to the brochure design/layout.

Printing Cost - \$4339.97 (Lickety Print)

QUANTITY: 50,000 BROCHURES

FORMAT: - 8 Panel Parallel Folded Brochure: 16" x 9" folded 2 times to approximately 4" x 9".

Printed on both sides, with 4 colors on a white background.

SIZE: - 16" x 9" folded 2 times parallel to 4" x 9"

BINDING: - Brochure folded 2 times.

STOCK: - Printed on 80 pound recycled paper - coated glossy.

Distribution Cost - \$2327.86 (Certified Folder Display Service)

Distribution in Butte/I-15 & I-90 (62 sites for 3 months), Missoula/5 Valleys (95 sites for 3 months), Helena/Great Falls (106 sites for 3 months) and the Yellowstone Route (109 sites for 5 months).

Postage Cost -5,000 brochures

(50 USPS Priority Mail Flat Rate Envelopes @ \$5.60 each) - \$280.00

Chamber will mail approx. 5,000 copies of the brochure to Visitor Information Centers and other locations around the State.

TOTAL COST - \$7147.83